

1. A method of ranking items, comprising:  
displaying a set of categories, each category having a  
set of weights for a user to choose, each item being  
associated with the set of categories; and

5 displaying a search result based on the weights chosen by  
the user, the search result including a ranking of the items.

2. The method of claim 1, further comprising using each  
category as an area of social responsibility.

10 3. The method of claim 1, further comprising:  
displaying a set of factors for each category when  
selected by the user, each factor capable of being chosen by  
the user; and

15 collating the categories weighted by the user, the  
factors chosen by the user, and a product chosen by the user.

20 4. The method of claim 3, further comprising:  
selecting a list of companies that have the product; and  
determining a rating for each company based on the  
categories weighted by the user and the factors chosen by the  
user.

5. The method of claim 4, wherein selecting a list of companies comprises:

finding a set of brands associated with the product; and  
finding the company associated with each brand.

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6. The method of claim 5, wherein displaying a search result comprises displaying the search result based on the factors chosen by the user.

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7. The method of claim 6, wherein displaying a search result comprises ranking the brands on a five-star scale, the five-star scale including a one-star rating, a two-star rating, a three-star rating, a four-star rating, and a five-star rating.

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8. The method of claim 7, further comprising using the five-star rating as the best rating of the ratings determined.

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9. The method of claim 1, further comprising:  
receiving information from an external database; and  
quantifying the data on a scale.

10. The method of claim 1, wherein displaying a search result comprises displaying a ranking of companies.

11. An apparatus comprising:

5 a memory that stores executable instructions for ranking items based on a set of user preferences; and

a processor that executes instructions to:

display a set of categories, each category having a set of weights for a user to choose, each item being associated with the set of categories; and

10 display a search result based on the weights chosen by the user, the search result including a ranking of the items.

15 12. The apparatus of claim 11, further comprising instructions to use each category as an area of social responsibility.

20 13. The apparatus of claim 11, further comprising instructions to:

display a set of factors for each category when selected by the user, each factor capable of being chosen by the user; and

collate the categories weighted by the user, the factors chosen by the user, and a product chosen by the user.

14. The apparatus of claim 13, further comprising  
5 instructions to:

select a list of companies that have the product; and  
determine a rating for each company based on the  
categories weighted by the user and the factors chosen by the  
user.

15. The apparatus of claim 14, wherein instructions to  
select a list of companies comprises instructions to:

find a set of brands associated with the product; and  
find the company associated with each brand.

16. The apparatus of claim 15, wherein instructions to  
display a search result comprises instructions to display the  
search result based on the factors chosen by the user.

17. The apparatus of claim 16, wherein instructions to  
display a search result comprises instructions to rank the  
brands on a five-star scale, the five-star scale including a

one-star rating, a two-star rating, a three-star rating, a four-star rating, and a five-star rating.

18. The apparatus of claim 17, further comprising  
5 instructions to use the five-star rating as the best rating of the ratings determined.

19. The apparatus of claim 11, further comprising instructions to:

10 receive information from an external database; and quantify the data on a scale.

20. The apparatus of claim 11, wherein instructions to display a search result comprises instructions to display a  
15 ranking of companies.

21. An article comprising a machine-readable medium that stores executable instructions for ranking items based on a set of user preferences, the instructions causing a machine  
20 to:

display a set of categories, each category having a set of weights for a user to choose, each item being associated with the set of categories; and

display a search result based on the weights chosen by the user, the search result including a ranking of the items.

22. The article of claim 21, further comprising  
5 executable instructions causing a machine to use each category as an area of social responsibility.

23. The article of claim 21, further comprising  
executable instructions causing a machine to:

10 display a set of factors for each category when selected by the user, each factor capable of being chosen by the user; and

collate the categories weighted by the user, the factors chosen by the user, and a product chosen by the user.

15 24. The article of claim 23, further comprising  
executable instructions causing a machine to:

select a list of companies that have the product; and  
determine a rating for each company based on the  
20 categories weighted by the user and the factors chosen by the user.

25. The article of claim 24, wherein executable instructions causing a machine to select a list of companies comprises executable instructions causing a machine to:

find a set of brands associated with the product; and

5 find the company associated with each brand.

26. The article of claim 25, wherein executable instructions causing a machine to display a search result comprises executable instructions causing a machine to display  
10 the search result based on the factors chosen by the user.

27. The article of claim 26, wherein executable instructions causing a machine to display a search result comprises executable instructions causing a machine to rank  
15 the brands on a five-star scale, the five-star scale including a one-star rating, a two-star rating, a three-star rating, a four-star rating, and a five-star rating.

28. The article of claim 27, further comprising  
20 executable instructions causing a machine to use the five-star rating as the best rating of the ratings determined.

29. The article of claim 21, further comprising  
executable instructions causing a machine to:

receive information from an external database; and  
quantify the data on a scale.

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30. The article of claim 21, wherein executable  
instructions causing a machine to display a search result  
comprises executable instructions causing a machine to display  
a ranking of companies.

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